USF Job Class Description
JOB CODE: 9558
JOB TITLE: Instructional/Multimedia Developer
PAY PLAN: 21
CAREER BAND: E
FLSA: Exempt
CBU: 29
Revised: 04/01/2021

Job Title: Instructional/Multimedia Developer

Job Summary

The primary duty of the Instructional/Multimedia Developer is to design, develop, and produce multimedia projects based upon project objectives, format, methodology, target audience, content, budget, timelines, and available facilities and resources. The Instructional/Multimedia Developer applies expertise in communications, technology, and instructional design across a range of media formats and platforms to produce online courses, packaged program content, presentations, and/or marketing information.

Nature of Work

This job reports to an administrator or faculty member in a department, program area, or other unit with multimedia and/or distance learning project requirements. This position applies technical and professional communications skills to create content that captures the audience's interest and supports specific instructional or communication objectives. The Instructional/Multimedia Developer job requires a professional background in the development of content for technology, including the ability to write and edit copy, incorporate elements of graphic design, and build appealing and useable materials using a variety of materials, including (but not limited to) DVD, CD-ROM, video, audio, web-based delivery systems, and interactive authoring. The Instructional/Multimedia Developer collaborates and consults with staff as a resource to determine appropriate technology solutions for instructional and/or general communication requirements of the unit. Familiarity with principles of instructional systems design and instructional technology are fundamental requirements for this job.

While the primary purpose of this job is development and production of communication content, this position requires a combination of technical knowledge and skill in written and graphic communication. This job requires knowledge and skill in the use of multimedia production systems, web design, and interactive authoring. The Instructional/Multimedia Developer will be familiar and able to apply the functionality of multimedia tools, software and graphics applications, such as (but not limited to) HTML, DreamWeaver, FrontPage, SoundForge, Adobe Photoshop Adobe Illustrator Adobe Premiere, Final Cut Pro, and Macromedia tools (Flash, Captivate, Fireworks, etc.) Content may be produced for a wide range of platforms, including computers, iPods and other handheld players, DVD players, cell phones, gaming devices – all of which may be used in both classroom and non-classroom settings.

Examples of Duties

The following list provides examples of the most typical duties for positions in this job class. Individual positions may not include all of the examples listed, nor does the list include all of the work that may be assigned to positions in this job class.

- Analyzes instructional and communication requirements to determine appropriate media, delivery methods, and sequencing of content.
- Consults with faculty and other subject matter experts on multimedia technology, design, and delivery methods.
- Designs the content and graphic design elements for multimedia programs. Reviews design outlines and storyboards with appropriate experts and audiences.
- Produces multimedia materials and packages to meet program objectives, applying expertise in the production of content for DVD, CD-ROM, online delivery, video, audio, and other delivery methods.
- Creates and delivers electronic graphics, still images, and animations.
- Provides production services, including coordination and supervision of studio and remote field production systems.
- Implements the delivery of multimedia content via the appropriate channel, supporting distance learning program goals.
- Evaluates and revises program content, using both formative and summative evaluation approaches, and utilizing surveys, focus groups, interviews, test results, and observations as appropriate.
- Works with Information Technology department staff on technical issues and requirements.
- Supports general media and print communication requirements of the unit as needed.

Minimum Qualification Requirements

This position requires a Bachelor's degree in education, technical writing, digital media, or related field, with two years of experience in related positions; or, 6 years of experience in learning design, digital media or a related field. Appropriate college coursework or vocational/technical training may substitute at an equivalent rate for the required experience.